

BELMONT VISION 21 IMPLEMENTATION COMMITTEE
MINUTES

Date: Thursday, September 2, 2010

Present: Tim Bowman (Chair), Michael Sattler, Jerome Dubois, Kevin Heine, Sara Masucci, Paul Solomon, Kevin Cunningham, Wendy Rundle, Jane Feinberg (Recorder)

Absent: Jennifer Page

- **START:** Meeting convened by Committee Chair Tim Bowman (7:05)
(Thank you, Tim, for bringing delicious cookies in honor of Jane's 29th birthday)

- **APPROVAL OF MINUTES:** Meeting notes and minutes from August 12 were reviewed and approved.

- **MEET BELMONT:** Update from Tim and others
 - 3 Kudos all around for an extremely well organized and well-attended event!
 - 3 We missed Jennifer at the meeting because we had hoped to sing her praises, which we did anyway.

- 4 **ENVISION BELMONT:** Update provided by Sara and others
 - 3 Columns still ongoing, but it continues to be a challenge to find contributors.
 - 3 One column has been submitted by Jonathan Jacoby, and will appear within the next couple of weeks
 - 3 Jerome wrote a column (gold stars for Jerome!)
 - 3 Wendy will approach two people she knows—a newcomer to town and a seasoned resident—to write columns
 - 3 Paul has approached three individuals to write columns: David Alpert, Steve Rosales and Bruce MacDonald. He will ask them again.
 - 3 Jane interviewed five people via audio at Meet Belmont and will transcribe and “shape” columns from that material in the coming weeks.
 - 3 Kevin C suggested that we create a gallery for the columns; it was explained that Envision-Belmont.net serves that function.
 - 3 Sara is still trying to reach Patch to engage its interest in running columns; Paul suggested Sara contact another reporter there instead of Franklin.

- 8 **OCTOBER 24TH EVENT:** Initiated by Tim
 - 3 Tim asked for updates from each area—Program, Logistics, Marketing
 - 3 Program: (Wendy and Jane) Jane reported that she and Wendy had been playing telephone tag, but would be meeting within a week to make significant headway on an Open Space Technology-style meeting along the lines of George Entwistle's Community Dialogue
 - 3 Logistics: (Tim, Sara, Jerome) Tim reported that he sent an outline of the logistics to Jennifer for comment and additional suggestions
 - 3 Jerome is leading the efforts around food, Sara is covering the banking and real estate communities; Tim is the liaison to the Selectmen re co-sponsorship

- 3 Tim reported that Tom Younger is working on getting us the large meeting room at Beech Street center; Tim is hopeful about the prospects
- 3 The Beech Street room holds 100 people comfortably; we talked about needing a back-up plan if the turnout is significantly greater, which Kevin C and Michael think it could be; we agreed to check the fire code on the maximum capacity
- 3 Parking lot at Beech Street holds 60 cars and there is ample on street parking
- 3 Wendy asked about how we will utilize technology; a discussion ensued about the use of multiple computers vs perhaps a data base-backed web page such as Google docs as a simpler and more streamlined process. We agreed that we must find the right point person (town and/or school) to inquire about how George Entwistle and team handed the technology at the Community Dialogue, and to perhaps enlist the assistance of one or members of that team. We also talked about reaching out to appropriate school personnel to see if high school students might help.
- 3 Sara emphasized the need for a pitch letter asap for outreach and solicitation of food and funding
- 3 Kevin C wondered about other logistical requirements, such as flip charts, hard copies, signage, etc. and Tim mentioned that those had been taken into consideration in the logistics document
- 3 Marketing: Michael presented a detailed Campaign Brief (attachment provided) that laid out a strong foundation for all of the messaging and collateral going forward; a meaningful discussion took place around language and emphasis. Several members of the group argued against “crisis” language because of general crisis fatigue and because it could make folks feel disempowered instead of empowered to take action.
- 3 We should acknowledge in our messaging that Belmont’s issues are a part of a larger national and regional context
- 3 There was discussion about how to position October 24th as the beginning of an on-going process and the first of what we hope will be many meetings, or to resist saying that this is part of a series because it may not command the attention needed for a robust turnout. We agreed that we should own the Envision Belmont “brand” as an ongoing effort, but that this event will be pitched as a one-time program that can’t be missed.
- 3 We decided to omit “Town of Homes” language in our messaging, but we hope that the issue emerges organically in the meeting.
- 3 Paul suggested that the word “campaign” might be problematic at this time and even beyond the election; we decided to call Michael’s document a “creative” brief instead.
- 3 Outstanding questions: shall we invite key players from other towns to come observe, given that some of our solutions may require collaboration with other towns? (The Watertown-Belmont Chamber of Commerce will be invited, of course.) Shall we offer a raffle with registration, with the prize being a “Best of Belmont” gift basket?
- 3 Kevin C reminded us to include Waverly Square in our flyer/sandwich board campaign
- 3 Kevin H suggested that our messaging articulate the expected outcomes for the meeting, and there was a discussion about how we measure the event’s success. We will create “comment cards” for participants to complete before they leave the meeting
- 3 Paul said it is very important that the public knows that the input from this meeting will help the Selectmen as they assemble working groups to address specific issues/problems.
- 3 A suggestion was made to invite the citizen volunteers who serve on the town employee task forces.

- 3 We also need to make sure that Town Meeting members attend
- 3 Kevin C asked if there might be a structural way to capitalize on the way Michael organized the creative brief for other VIC matters; Michael and others responded that a similar brief for Envision Belmont might be generated; this could happen as part of the upcoming Retreat.
- 3 Tim asked that any logistical items related to marketing be forwarded to his committee
- 3 Michael said that he will edit the revised creative brief and send copies to Wendy and Jane, who will review and comment; a finalized version will then go out to the entire committee
- 3 We agreed that by our next meeting on September 23, a draft agenda will be completed and the logistics and initial marketing efforts will be finalized

- **COMMUNITY PRESERVATION ACT (CPA) CAMPAIGN COMMITTEE:** initiated by Paul
 - 8 Paul discussed the November 2 state ballot question; he is chairing the Belmont CPA Committee
 - 8 Paul's question: Can we get town committees to endorse the ballot initiative? The state's OCPF says that it is legal to do so; the state ethics commission is likely to give approval as well
 - 3 Will VIC be an endorser? A discussion began on whether that is appropriate for our group, given the work ahead in enlisting a broad base of engaged citizens toward a non-partisan driven public conversation. We agreed to put it on the agenda for the next meeting. (for more information, see www.Belmontcpa.org); Paul will also send out criteria for endorsements, which we can review together.

5 **ADJOURNMENT:** The meeting adjourned at 8:35 p.m.

Respectfully submitted,
Jane Feinberg
Recorder